

1915 EXPOSITION SAN DIEGO



**SAN DIEGO
SIGHT SEEING CO.
SAN DIEGO, CALIFORNIA.**

B. K. GILLESPIE, MANAGER

THE

City of San Diego is be-

coming increasingly popular with travelers as a delightful place for a vacation sojourn. Peculiar conditions obtaining at San Diego in the matter of climate and geography have given the charming Southern California city opportunity for interesting and entertaining the visitor in a very unusual degree. Government Weather Bureau records vouch for the fact that the sun shines on an average of 356 days every year. Visitors may count with absolute certainty upon bright, sunshiny days steadily throughout the winter. This fact, however, has militated against San Diego as a summer resort in the minds of people who have never been here. They reason that if it is true that the winters are warm and that the average mean winter temperature is 60, it must surely be very hot in summer. The contrary is true. The average summer temperature is 68, only 8 degrees warmer than in winter. It is a strange but true fact that San Diego is warm in winter and cool in summer. It is both a Winter Resort and a Summer Resort.



Ideal
Conditions
for
Year
Round
Sports

well as year round sports in fishing, sailing and swimming. It is a frequent objective point for vessels of the United States and Foreign Navies and Men-o'-War are regularly seen at anchor in the Harbor.

The United States Aviation School is located at San Diego and daily flights are made by the officers of the Army Aero Corps. This feature is of much interest to the people from the East and the Middle West, where less favorable weather conditions prevent any but infrequent aviation spectacles.

San Diego is the center of a net work of matchless automobile boulevards. They lead you to places of romantic and historic interest. Less than a dozen miles away is the old San Diego Mission, the first of the famous missions built by Father Junipero Serra in 1774. This is the place where California began. The



YACHTING—SAN DIEGO BAY



A SOUTHERN CALIFORNIA HOME—POINT LOMA—ACROSS THE BAY FROM SAN DIEGO

first settlement by white men was at San Diego. Fifteen miles to the south is Mexico. Sight seeing automobiles make regular daily trips to the interesting and strange town of Tia Juana, across the border in Old Mexico.

A magnificent government boulevard leads out Point Loma, the gigantic and majestic headland that shoulders its way nearly a dozen miles out to sea, protecting San Diego from wind and wave, from attack or surprise. On Point Loma may be seen the old Spanish lighthouse, the highest in the United States and the second highest in the world. So high that its light was so frequently obscured by fog that the government built a new and modern one, lower down. On Point Loma one looks down upon the Pacific on one side, the placid bay on the other, with the city in the distance. Here too, is the huge Government Wireless Station and Fort Rosecrans, where a Battalion of Coast Artillerymen man the big 10-inch guns that guard the entrance to the harbor.

The Theosophical Headquarters, Coronado with its tropical gardens, broad avenues and stately palms, La Jolla, a delightful "Beach" town, and a dozen more points of interest are within easy motoring distance. The fine weather and splendid roads make this the automobilists paradise.

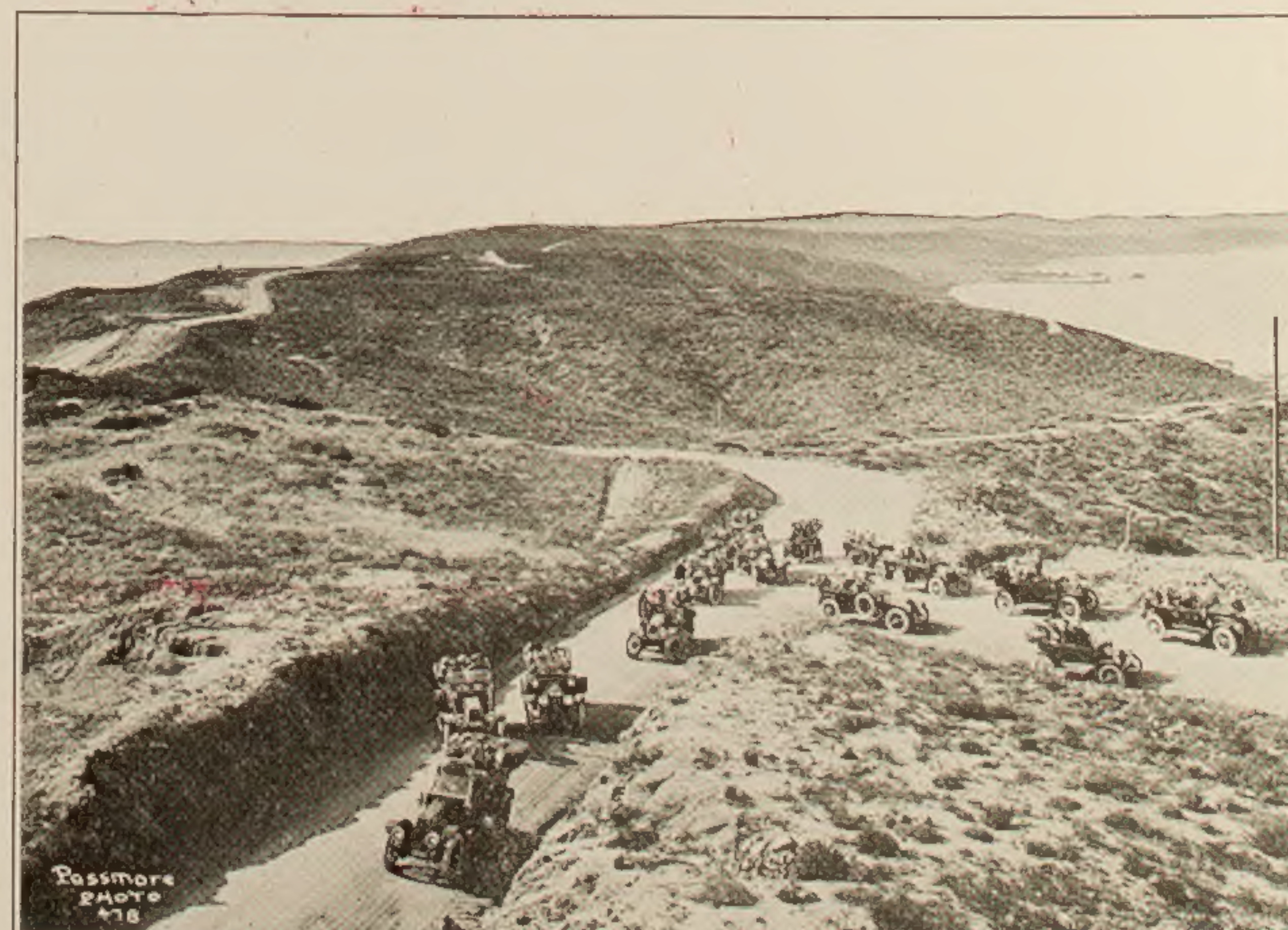
Then there are pleasant trips up the valleys back of San Diego where one may drive through orange and lemon groves, past great

vineyards and up into the mountains, everywhere on smooth, expensively built boulevards. Here nestle the attractive villages of Lemon Grove, La Mesa, El Cajon, National City and others.

San Diego is a city of splendid homes, vine-covered and flower-bordered. Here live many men of wealth who bring an atmosphere of culture and art. The population has doubled in five years and everywhere modern sky-scrapers and beautiful residences are to be seen. The social activity of the community is noticeable. Clubs abound and one never lacks entertainment, whether he desires golf or tennis, yachting, swimming, motoring or dancing.

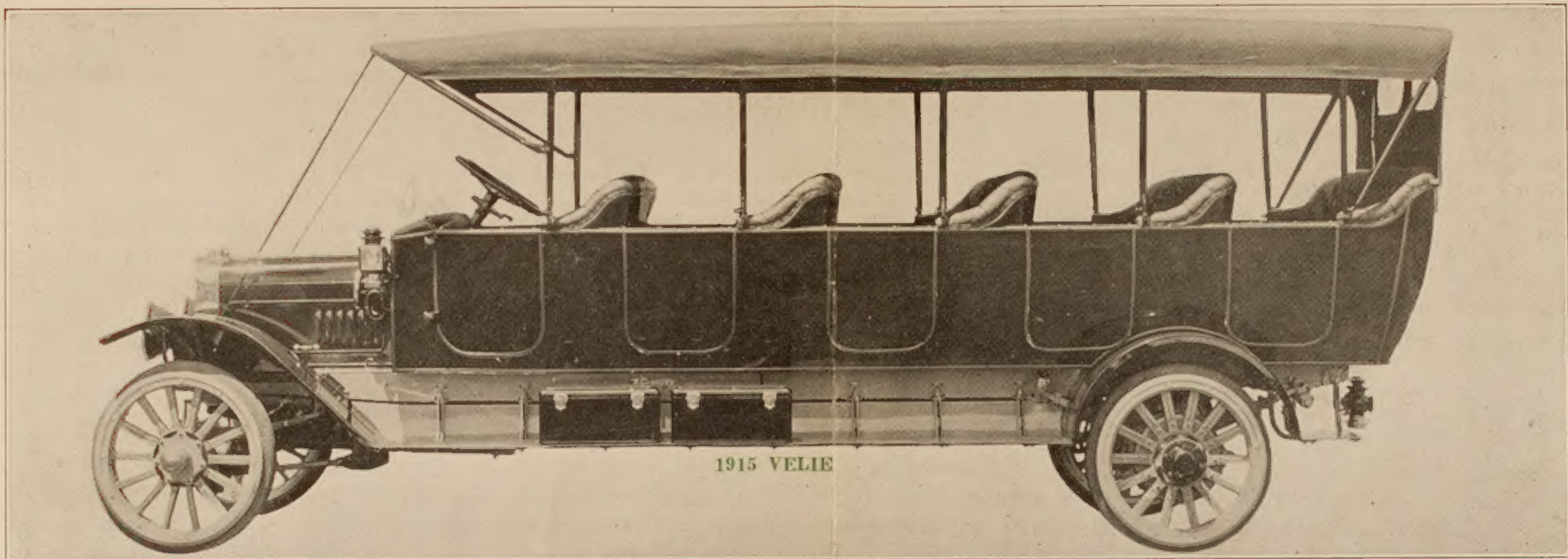
At the U. S. Grant Hotel Saturday night dances are the regular order. Each evening an orchestral concert is rendered in the main lobby. The hotel is conveniently situated for all the theatres and is especially near the Spreckels million dollar theatre where high-class productions are regularly staged. On four nights of the week, the Orpheum shows are given at the Spreckels. Coronado, a 20-minute trip across San Diego Bay is, each year, the scene of International Polo games. Some of the best teams in the world are regular participants.

Excellent hotels, well equipped cafes and restaurants and every facility for making your stay comfortable and happy are at your disposal. San Diego annually entertains thousands of visitors and your sojourn here is likely to be one of the most pleasant recollections of your trip.



POINT LOMA BOULEVARD—SAN DIEGO

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The San Diego Sight Seeing Co.
 operates a Five-Minute Observation
 Car Service between the U. S. Grant
 Hotel and the Exposition Grounds
 FARE 10 CTS. LOOK FOR THE GREEN CARS
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1915 VELIE

How to See San Diego and Vicinity

LOOK FOR THE GREEN CARS

TO see San Diego and vicinity to the best advantage, it is necessary to use an automobile. The street cars, as is the custom everywhere, follow the avenues of greatest population and therefore make it impossible to see to advantage the romantic and picturesque places. The San Diego Sight Seeing Company, however, meets every requirement of the visitor or tourist in its daily trips over the splendid boulevards of San Diego County to points of historic interest, such as Point Loma, the Old San Diego Mission, Ramona's Marriage Place and Tia Juana, Mexico.

The Company operates twenty autos of the latest and most approved touring car type, having a capacity of twenty to thirty-six passengers, and are fast, silent and comfortable. Each trip is under the direction of a well posted guide and driver, who makes it his business to see that every passenger gets the most possible enjoyment out of his trip.

The car leaves from the Company's headquarters in the U. S. Grant Hotel and also from 320 Broadway.



IMPORTANT ANNOUNCEMENT

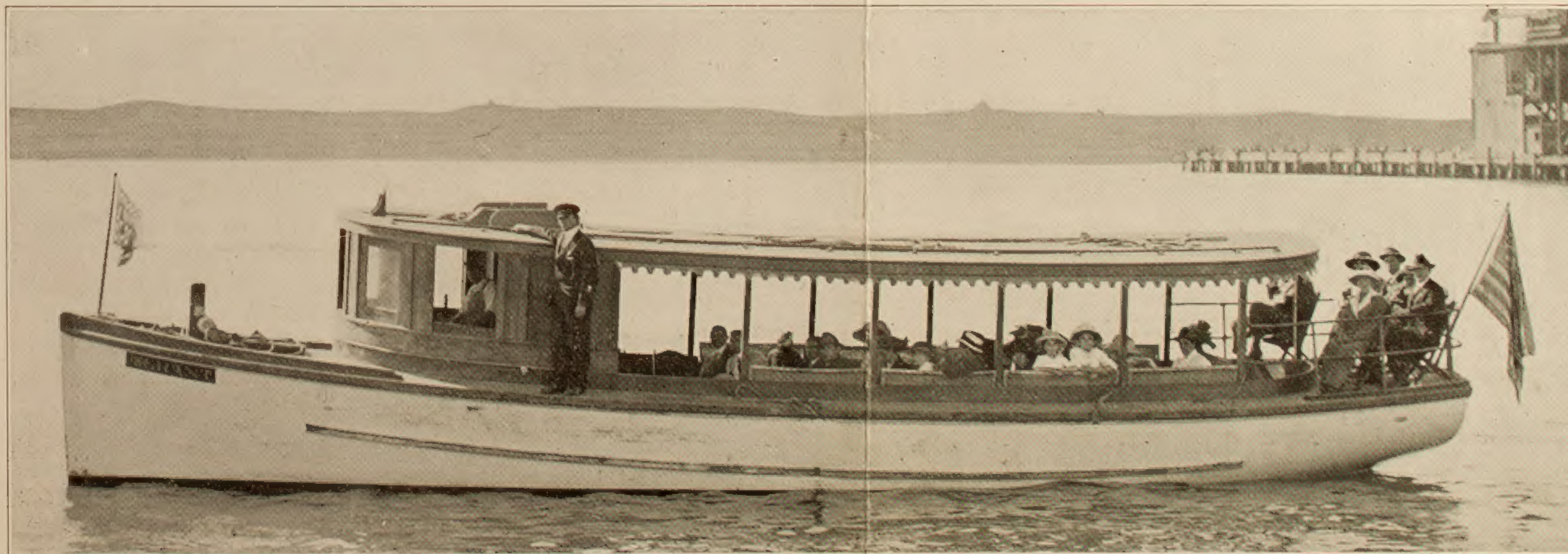
All stage lines making regular trips to towns in the back country and the Imperial Valley leave from our offices in the U. S. Grant Hotel and 320 Broadway, where full information and tickets may be secured. Taxicabs and touring cars are operated by this Company and may be obtained at a moment's notice, by telephoning Main 1441 or Home 1441.

By Boat Around San Diego Bay

GIVING you an opportunity to take a boat ride on salt water without the possibility of becoming sea sick. A trip about the bay in a finely appointed yacht with every convenience for a pleasurable visit to the points of interest along the shore.

See the work being done by the city in building a municipal pier; the most unique yacht club quarters on the coast; the trans-Pacific freighters loading and unloading; the manufacturing and industrial section of the city; the monster log rafts; gunboat-row, where some of Uncle Sam's fighters are always anchored; the national aviation field; the Quarantine and Coaling Stations; Fort Rosecrans and Fort Pio Pico.

Observation cars leave our offices at 2:15 P.M. for this trip, which requires 2½ hours and costs only 50 cents.



Reliable Sight Seeing Companies in Other Cities

IN view of the fact that anticipation of large crowds being attracted to any locality causes the formation of unreliable companies, whose sole object is to remain in business only during the period of increased travel and get as much money for as little in return as possible, caused the idea of a co-operation between the largest and most reliable companies on the Pacific Coast.

Therefore we recommend the following companies:

Seeing Salt Lake, 27 West South Temple St., Salt Lake, Utah.

Seeing Denver Co., 338 17th St., Denver, Colo.

Pacific Sight Seeing Co., San Francisco, Cal.

Wilcox Tours, 428 South Hill St., Los Angeles, Cal.

Don't fail to visit Grand Canyon on your way east.

SAN DIEGO SIGHT SEEING COMPANY

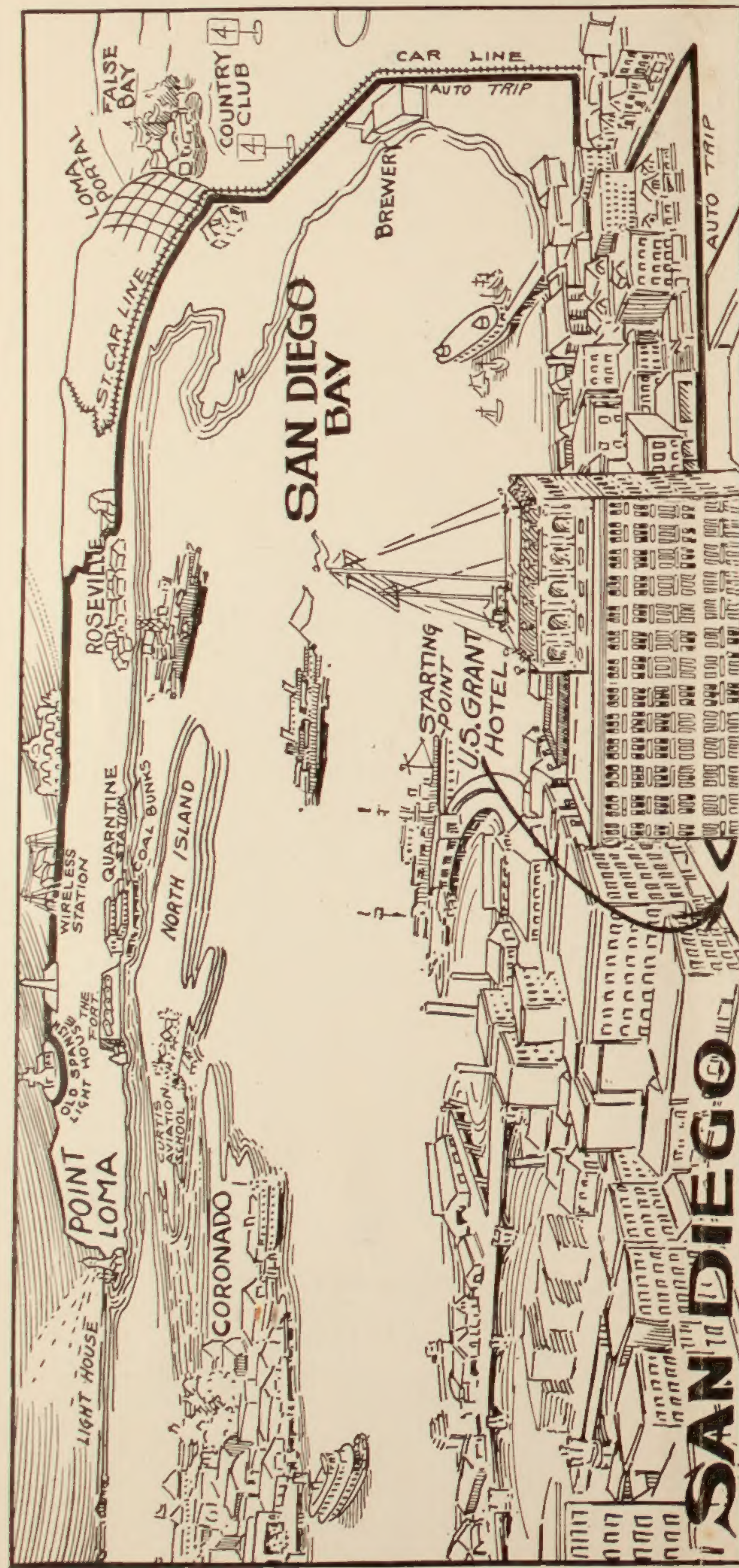
U. S. Grant Hotel and 320 Broadway

MAIN 1441 HOME 1441

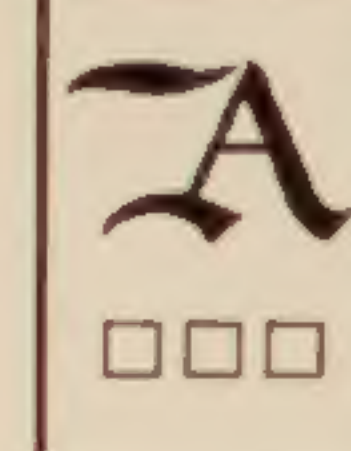
LOOK FOR THE GREEN CARS

KEEP THIS FOLDER

I Due to our arrangements through our co-operation with the above mentioned companies, the showing of this folder at any of their offices will serve as an introduction, and insure special attention.



Tia Juana (Old Mexico)



TRIP into a foreign land is always interesting, and this one especially so, because it can be made in such a short space of time, and with no inconveniences. Leaving at 9 in the morning, one is back in time for luncheon, and has had a forty-mile ride through the residential and industrial portion of San Diego, and through the greatest lemon producing section of the United States—National City and Chula Vista.



After a stop of half an hour in Tia Juana, where one can view Mexicans in their own country, send post cards and purchase souvenirs and curios, the trip is continued over the Silver Strand, the greatest natural breakwater in the world, past the famous Tent City and Hotel del Coronado back to the place of starting.

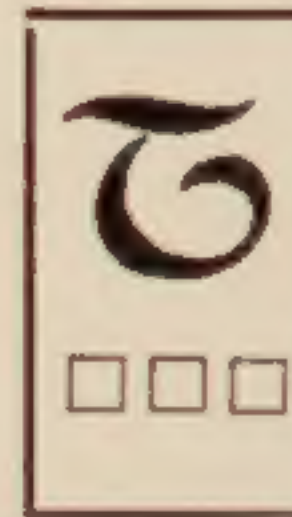


DISTANCE, 40 MILES ROUND TRIP

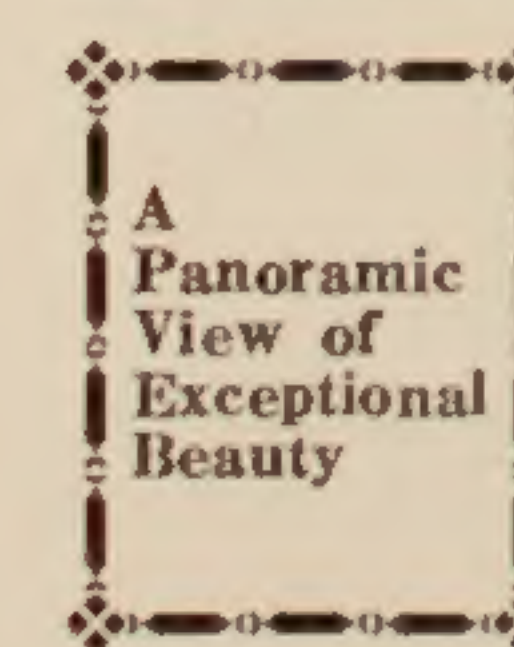
Requires four hours. Cars leave at 9 A.M. and 2 P.M.
Fare is \$1.50.

LOOK FOR THE
GREEN CARS

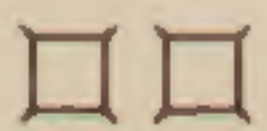
Point Loma



HE trip to Point Loma is made over one of the finest boulevards in the country, with points of interest all along the way. Among these might be mentioned the International Theosophical Headquarters, where in twelve years the hillsides have been transformed from a wilderness of sage-brush to a tropical garden; the U. S. Wireless Station, Fort Rosecrans; the Quarantine Station; the Bennington Monument, and at the extreme point the Old Spanish Light House, built in 1769.

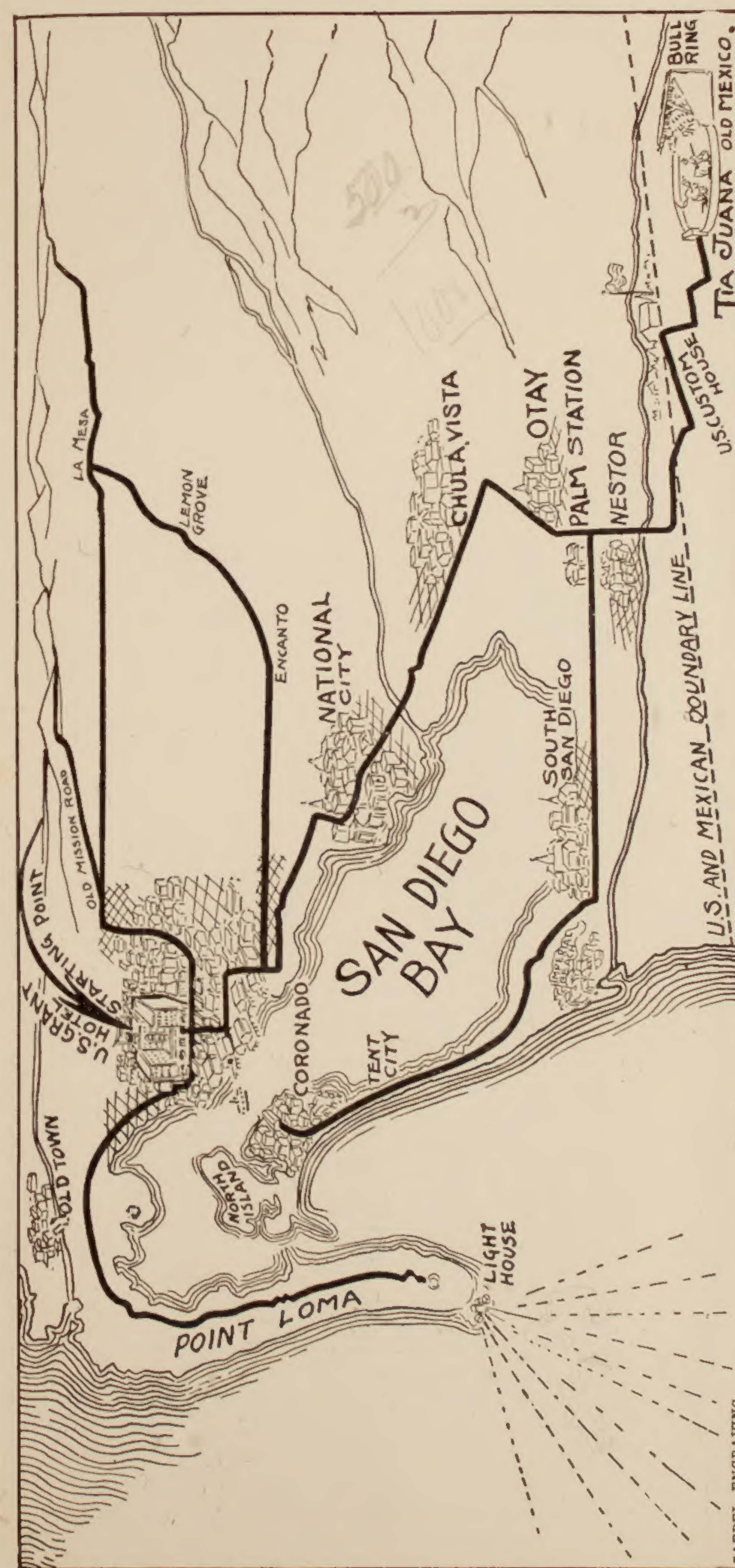


The view from Point Loma must be seen to be appreciated, and is one of the most beautiful in the world. On the crest of this promontory, four hundred feet above sea level, one may look out over the broad Pacific on one hand and on the other San Diego Bay, with Coronado and North Island in the foreground and the mountains of Old Mexico in the distance.

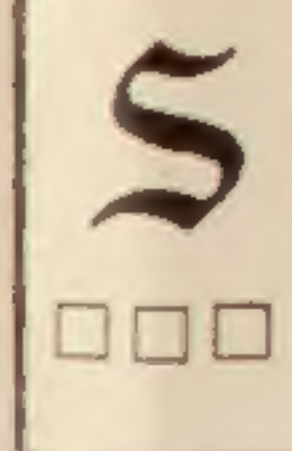


DISTANCE, 25 MILES ROUND TRIP

Requires 2½ hours, starting at 10 A.M. and 2 P.M.
Fare is \$1.00.

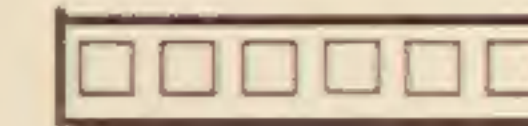
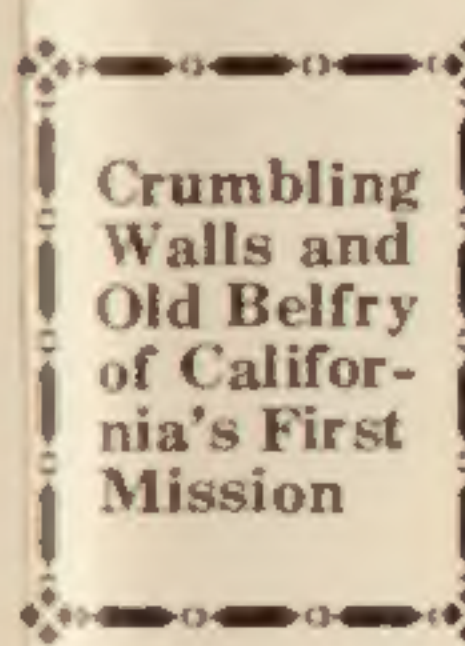


Old Mission—Built in 1769



SAN DIEGO is the site of the first settlement in California, for it was here that, in 1769, the Franciscan Father, Junipero Serra, founded and built the first of a string of twenty missions on the California coast.

The San Diego Mission is located seven miles from the city, up what is known as Mission Valley, a delightful and picturesque drive. The adobe walls of the Old Mission, several feet thick, are now crumbling in ruins, but prove an eloquent reminder of the hazardous and hardy days of a by-gone period. The old bells hanging in the belfrey and the original olive and palm trees about the place are evidence of the life of centuries ago. This trip will particularly appeal to those interested in the early settlement of California, as there are constant reminders of its early days.

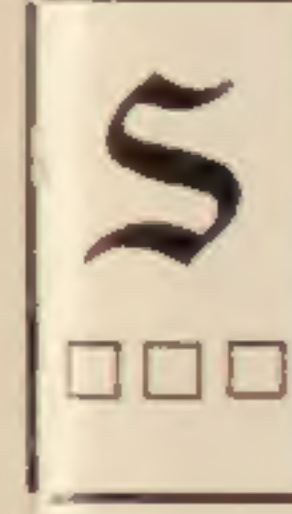


DISTANCE, 20 MILES ROUND TRIP

Cars leave at 9:30 A.M. and 2:30 P.M. Requires 2½ hours, and costs \$1.00.

LOOK FOR THE
GREEN CARS

Seeing San Diego

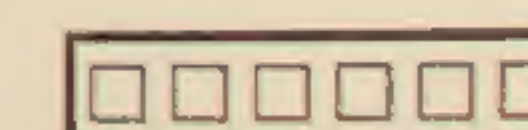


SAN DIEGO is a city of magnificent distances. The city limits extend for a distance of twenty-one miles along the border of the bay and ocean, with an average breadth of four miles. The city proper is built as an amphitheatre, overlooking its two bays, with a background of Point Loma, Coronado and the ocean.

A trip about the business and residential portion of San Diego is well worth the effort, giving one an idea of the change that a few years have wrought—structurally.



After a trip through the business section, one is taken to the older exclusive residential section, Inspiration Heights, Balboa Park, the site of the 1915 Panama-California Exposition, on to Chinitown and the waterfront, returning by way of the new Federal Building to the point of starting.



Cars leave at 10 A.M. and 2:30 P.M. The trip totals 25 miles, takes two hours and the fare is \$1.00.

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